



2024 Elanco Dealer Program

Feb. 1, 2024 - Jan. 31, 2025

ElancoTM

CONTACT US

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ARMOR
ANIMAL HEALTHTM

A program developed for you.

At Elanco, we understand dealers are key to offering solutions producers rely on for animal health and operation management. That's why we offer a program that saves you money and supports your success.

Program level	Portfolio purchases	Rebate	Trade Funds
Tier 1	\$30,000	4%	0%
Tier 2	\$100,000	5%	2%
Tier 3	\$200,000	6%	4%
Tier 4	\$500,000	7%	7%

Eligible products

Cattle Vaccines

- Bovine Pili Shield®
- Fusogard®
- Lepto Shield®
- Master Guard®
- NUPLURA® PH
- NUPLURA® PH+
- Pinkeye Shield® XT4
- ReproSTAR® L5 HB and VL5 HB
- Scour Bos®
- Somnu Shield®
- All Titanium® SKUs
- Vib Shield® Plus L5
- All Vira Shield® SKUs

Implants

- All Component® SKUs
- All Component® with Tylan® (trenbolone acetate and estradiol and tylosin tartrate implants) SKUs
- Component® with Tylan® E-C (progesterone and estradiol benzoate and tylosin tartrate implants)
- Compudose®
- Encore®

Anti-Infectives

- Micotil® (tilmicosin injection)
- Tylan® Injection (tylosin)
- Baytril® 100 (enrofloxacin) injection
- Increxxa™ (tulathromycin injection)
- Loncor® (florfenicol)
- Zelnote® DNA Immunostimulant

Insecticides

- Agita® 10 WG
- Beetle Shield® 6
- Catron® IV
- Clean-Up™ II Pour-On Insecticide with IGR
- Conquest™ Insecticide
- All Co-Ral® SKUs
- CyLence® Pour-On Insecticide
- CyLence Ultra® Pest Control Concentrate
- CyLence Ultra® Premise Spray
- Elector® PSP
- Neporex® 2 SG
- All Permethrin® SKUs
- All QuickBayt® SKUs
- Rabon® 50 WP Insecticide

Ear Tags

- Corathon®
- CyLence Ultra® Insecticide Cattle Ear Tag
- Patriot™ Insecticide Cattle Ear Tag

Cydectin® (moxidectin)

- Injectable
- Oral Drench
- Pour-On

Eligibility

This Program is intended for the retailer/dealer class of trade and is not intended for buying groups or resellers. Elanco reserves the right, in its sole but reasonable discretion, to designate or refuse to designate any such entity as a buying group or reseller under the Program. Elanco's determination shall be final.

Those accounts enrolled in corporate agreements, upfront pricing agreements, regional distributors, non-profit organizations and government entities are ineligible to participate in this Program. To qualify for payment, participants must comply with all terms within this Program and any other applicable terms related to this Program. Offer is void where prohibited by law.

Enrollment terms

- All retailer and dealer participants in the 2023 Cattle Loyalty Program that reached a minimum of \$30,000 qualified purchases are automatically enrolled for 2024. The 2024 tier level enrollment is defined by purchases made in 2023.
- Within 60 days after the end of each calendar quarter, Elanco will perform a "true-up" reconciliation and shall provide to Program Participant a written report of such reconciliation.
- If the foregoing reconciliation report shows the Program Participant's EDI purchases do not meet their enrollment tier applicable sales for such quarter, then Program Participant shall pay the amount of the difference to Elanco within 60 days after the close of the fourth quarter.
- Program participants who exceed their enrollment tier by year end will be true-up in their Q4 rebate payment retroactive to February 1, 2024.
- If the Program Participant does not remit payment to Elanco with 60 days after the close of the fourth quarter, Elanco retains the right to withhold future rebate payments until the difference owed to Elanco is fully reconciled.
- New participants who did not reach a minimum of \$30,000 in 2023 must verify enrollment information when contacted by Elanco prior to any rebate check being mailed.
- Purchases will be eligible for rebate retroactive to the program start date.

Proof of purchase

- Products must be purchased from an Elanco authorized distributor and/or Elanco reseller between February 1, 2024 and January 31, 2025.
- Only product purchases billed to qualifying, enrolled customers are eligible. In the case of multiple qualifying bill-to locations, a single payment will be made to the primary billing account.
- Only purchases reported to Elanco via EDI will be used for Program tracking and payment.
- Eligible purchases must be invoiced by January 31, 2025.

Rebate payments

- Dealers can earn rebates payable quarterly on all qualifying Elanco product purchases from an authorized Elanco distributor and/or Elanco Reseller upon satisfactory Program participation.
- A minimum annual purchase of \$30,000 on qualifying products must be made to receive a rebate. A customer must earn a minimum of a \$100 rebate during the Program period to receive a check.
- Rebates will be issued for products purchased between February 1, 2024 - January 31, 2025.
- All product returns will be applied toward the subsequent Program payout period.
- Elanco will be responsible for calculating rebates based on EDI purchases.
- Elanco reserves the right to audit EDI data. If found to be inaccurate, Elanco has the right to withhold rebate earnings.
- Products not listed do not contribute to the Dealer Program.

Trade funds

- Eligible amount of Trade Funds depend on the 2024 rebate tier achieved. These Trade Funds are available for sales and marketing activities that increase new product adoption or build current brands for Elanco products and the Program participant.
- Elanco will evaluate the ROI on all activities to help determine future Trade Funds investments. Trade Fund activities must be approved by Elanco prior to initiating the activity.
- Payment will not be issued until approval of the activity and qualifying purchase level requirements are met. Trade Funds must have the intent of creating demand and sales for Elanco products or provide information or services deemed valuable to Elanco.
- Allocated Trade Funds not invested will not be given to the participant at the end of the Program.
- Trade Funds must be used for activities that occur during the Program time period.

Disclaimers

- Elanco reserves the right to add product offerings during the Program period.
- Elanco reserves the right to decline the enrollment of any participant, refuse the payment of any rebates or recalculate any previous or future payments at their sole discretion. Elanco further reserves the right to modify, expand, reduce, extend or cancel the Program upon 30 days written notice to customers in the Program.
- Participation in this program does not imply or guarantee supply of Elanco products.

For more information regarding this rebate program and enrollment, contact your Elanco Animal Health representative or call 800-364-2014.

2024 Cattle Loyalty Program - Qualifying Products

ARMOR ID #	MANUF. PART #	UPC	DESCRIPTION	CASE QTY	ORDER QTY
21394	MN432501KAM	716688097682	AGITA 10 WG FLY BAIT 2.2 LB INSECT CONTROL	9	
11574	8711170	724089002365	BAYTRIL 100 INJ 100 ML	12	
11575	8711278	724089003218	BAYTRIL 100 INJ 250 ML	12	
13354	83471752	724089717528	BAYTRIL 100 INJ 500 ML	6	
24435	87078655	724089117328	BAYTRIL 100-CA1 INJ 250 ML	12	
26593	AV6325VD2AM	634406002469	BOVINE PILI SHIELD C 20 ML 20 DS	12	
19178	201-02	634406002018	BOVINE PILI SHIELD E COLI 20 ML 20 DS	12	
25577	AV632587VAM	634406002476	BOVINE PILISHIELD PLUS C 100 ML 100 DS	12	
14651	80772130	724089721303	CATRON IV SPRAY 10 OZ AEROSOL	12	
21245	AH0507V45AMRX	613562042038	COMPONENT E-C W/TYLAN 20 DS	5	
10745	AH0328V45AM	613562042014	COMPONENT E-S W/TYLAN 100 DS	1	
16210	AH0513V45AMRX	613562042168	COMPONENT TE-200 W/TYLAN 100 DS	1	
19982	AH0369V45AMRX	613562042083	COMPONENT TE-G W TYLAN 20 DS	1	
20315	AH0511V45AMRX	613562042182	COMPONENT TE-IH W/TYLAN 20 DS	5	
20314	AH0508V45AMRX	613562042175	COMPONENT TE-IS W/TYLAN 20 DS	5	
11966	AH0327V45AM	727804301224	COMPUDOSE IMPLANTS ROLL 20 DS	5	
11858	90207990	724089114082	CYDECTIN INJ 500 ML	12	
11842	90207991	724089114037	CYDECTIN POUR ON 1 L	6	
11845	90208018	00724089114068	CYDECTIN POUR ON 10 L	1	
11843	90207992	724089114044	CYDECTIN POUR ON 2.5 L	4	
11844	90208000	724089114051	CYDECTIN POUR ON 5 L	2	
11841	90207993	00724089114075	CYDECTIN POUR ON 500 ML	12	
11581	84282561	724089162069	CYLENCE MOB53 POUR ON 2.8 L INSECT CONTROL	4	
11582	84282529	724089162144	CYLENCE POUR ON 1 PT INSECT CONTROL	12	
23958	80694254	00724089942548	CYLENCE ULTRA PEST CONTROL 1 OZ CONCENTRATE	48	
11576	8711774	00724089005342	CYLENCE ULTRA PREMISE SPRAY 240 ML/8 OZ INSECT CONTROL	72	
11872	85693999	724089114013	DRENCH CYDECTIN ORAL 0.1% 1 L SHEEP	6	
18534	139909	724089114020	DRENCH CYDECTIN ORAL 0.1% 4 L SHEEP	2	
16368	81531197	724089311979	EAR TAG CORATHON INSECTICIDE LOGO FEMALE & BUTTON 20 CT	12	
18809	8712118	724089006202	EAR TAG CYLENCE ULTRA INSECTICIDE LOGO FEMALE & BUTTON 20 CT	12	
16363	80773498	724089734983	EAR TAG PATRIOT CATTLE 20 CT	1	
10506	80773501	724089735010	EAR TAG PATRIOT INSECTICIDE BLANK FEMALE & BUTTON 20 CT	6	
21464	AH0495085ZAM	727804530655	ELECTOR PSP 8 OZ	24	
11967	AH0347V45AM	727804303228	ENCORE IMPLANT 20 DS	5	
12338	AV617050DAM	634406003428	FUSOGARD 100 ML CATTLE 50 DS	12	
12337	AV617010DAM	634406003411	FUSOGARD 20 ML CATTLE 10 DS	12	
14154	AV625010DAM	634406001264	LEPTO SHIELD 5 20 ML 10 DS	12	
13126	AV625050DAM	634406001257	LEPTO SHIELD 5 NOVARTIS 100 ML 50 DS	12	
13258	AV421584GAM	727804215934	MASTER GUARD 10 HB 10 DS	40	
13257	AV421585CAM	727804215972	MASTER GUARD 10 HB 25 DS	20	
13666	AH023038WAM	727804202446	MICOTIL 300MG 250 ML	6	
23285	MN500520KAM	501460280747	NEPOREX 2SG 20KG 44 LB PAIL	1	
10970	MN500505KAM	716688561015	NEPOREX 2SG 11 LB BAG	4	
26644	AV695384TAM	727804561826	NUPLURA PH +3 100 ML 50 DS	12	
26643	AV695384GAM	727804561819	NUPLURA PH +3 20 ML 10 DS	60	
26646	AV695184TAM	727804561840	NUPLURA PH +BVD 100 ML 50 DS	12	
26645	AV695184GAM	727804561833	NUPLURA PH +BVD 20 ML 10 DS	60	
12358	AV621050DAM	634406004142	NUPLURA PH 100 ML 50 DS	12	
12357	AV621010DAM	634406004159	NUPLURA PH 20 ML 10 DS	12	
30224	84282588	724089724168	PERMECTRIN CDS POUR ON 1/2 GAL INSECT CONTROL	6	
30225	84282596	724089724243	PERMECTRIN CDS POUR ON 16 OZ INSECT CONTROL	12	

2024 Cattle Loyalty Program - Qualifying Products

ARMOR ID #	MANUF. PART #	UPC	DESCRIPTION	CASE QTY	ORDER QTY
30229	84282618	724089724083	PERMECTRIN CDS POUR ON 2.5 GAL INSECT CONTROL	2	
22980	22980	00724089724403	PERMECTRIN II LIVESTOCK & PREMISE SPRAY 32 OZ INSECT CONTROL	6	
12329	AV620050DAM	634406002759	PINKEYE SHIELD XT4 100 ML 50 DS	12	
12328	AV620010DAM	634406002742	PINKEYE SHIELD XT4 20 ML 10 DS	12	
30226	84282472	724089111814	POUR ON CLEAN UP II 1/2 GAL INSECT CONTROL	6	
11580	83998636	00724089986368	QUICKBAYT FLY BAIT 35 LB PAIL	1	
11579	83998628	00724089986283	QUICKBAYT FLY BAIT 350 GM BOTTLE	10	
11578	83998598	00724089985989	QUICKBAYT FLY BAIT 5 LB PAIL	4	
11583	08968805	00724089688057	QUICKBAYT SPOT SPRAY 16 OZ INSECT CONTROL	6	
21906	81147923	00724089479235	QUICKBAYT SPOT SPRAY 3 OZ INSECT CONTROL	12	
23024	81791120	00724089723192	RABON 50 WETTABLE POWDER 20 LB INSECT CONTROL	1	
23080	80772181	00724089721815	RABON 50 WETTABLE POWDER 4 LB INSECT CONTROL	6	
18587	PJ4XETGSA	40000002898	RABON 7.76 ORAL PREMIX 50 LB	1	
12352	AV628050DAM	634406004043	REPROSTAR L5 HB 100 ML 50 DS	12	
12351	AV628010DAM		REPROSTAR L5 HB 20 ML 10 DS	12	
27227	AV628550DAM	634406003671	REPROSTAR VL5 HB 50 DS	12	
19866	AV628510DAM	634406003664	REPROSTAR VL5/HB 20 ML 10 DS	12	
13121	AV630050DAM	634406002490	SCOUR BOS 4 100 ML 50 DS	12	
12323	AV630010DAM	634406002483	SCOUR BOS 4 20 ML 10 DS	12	
12325	AV631050DAM	634406002520	SCOUR BOS 9 100 ML 50 DS	12	
13120	AV631010DAM	634406002513	SCOUR BOS 9 20 ML 10 DS	12	
13145	AV626050DAM	634406001868	SOMNU SHIELD 100 ML 50 DS	12	
16314	ELA50DS	72780421694	TITANIUM 5 + PH-M 50 DS	20	
13254	AV413584TAM	727804209940	TITANIUM 5 100 ML 50 DS	20	
13253	AV413584GAM		TITANIUM 5 20 ML 10 DS	50	
13256	AV414584TAM	727804210946	TITANIUM 5+L5 HB 100 ML 50 DS	20	
13255	AV414584GAM	727804210939	TITANIUM 5+L5 HB 20 ML 10 DS	50	
16631	202414	72780421693	TITANIUM 5+PH-M 10 DS	50	
11962	20114	72780420114	TYLAN 200 250 ML	12	
11963	20115		TYLAN 200 500 ML	12	
11961	20013	727804200138	TYLAN 50 INJ 100 ML	12	
12353	AV627050DAM	634406004067	VIB SHIELD PLUS L5 100 ML 50 DS	12	
13127	AV627010DAM	634406004050	VIB SHIELD PLUS L5 20 ML 10 DS	12	
12332	AV612550DAM	634406002971	VIRA SHIELD 6 + L5 250 ML 50 DS	12	
12331	AV612510DAM	634406002940	VIRA SHIELD 6 + L5 50 ML 10 DS	12	
21109	AV616010DAM	634406003817	VIRA SHIELD 6 + VL5 HB SOMNUS 50 ML 10 DS	12	
12014	AV615010DAM	634406003787	VIRA SHIELD 6 + VL5 HB 50 ML 10 DS	12	
12348	AV612050DAM	634406003848	VIRA SHIELD 6 250 ML 50 DS	12	
12347	AV612010DAM	634406003831	VIRA SHIELD 6 50 ML 10 DS	12	
12345	AV613550DAM	634406003732	VIRA SHIELD 6+L5 HB SOMNUS 250 ML 50 DS	12	
12343	AV613050DAM	634406003718	VIRA SHIELD 6+L5 HB 250 ML 50 DS	12	
12342	AV613010DAM	634406003701	VIRA SHIELD 6+L5 HB 50 ML 10 DS	12	
12350	AV615550DAM	634406003862	VIRA SHIELD 6+SOMNUS 250 ML 50 DS	12	
12349	AV615510DAM	634406003855	VIRA SHIELD 6+SOMNUS 50 ML 10 DS	12	
19867	AV616050DAM	634406003824	VIRA SHIELD 6+VL5 HB SOMNUS 250 ML 50 DS	12	
12346	AV615050DAM	634406003794	VIRA SHIELD 6+VL5 HB 250 ML 50 DS	12	
12339	AV616550DAM	634406003503	VIRA SHIELD 6+VL5 SOMNUS 50 DS	12	
13146	AV614550DAM	634406003077	VIRA SHIELD 6+VL5 250 ML 50 DS	12	
12317	AV614510DAM	634406003077	VIRA SHIELD 6+VL5 50 ML 10 DS	12	
16150	84351202	922089447227	ZELNATE 10 DS	12	
16151	84351229	724089447302	ZELNATE 50 DS	12	

A program to grow with your business and advance the health of livestock.

- Increase your rebate incentives as your purchases with Elanco grow.
- Grow your business further within Elanco Dealer Program through Trade Funds that support business development activities.

To learn more or to enroll in the program, contact your Elanco sales representative.

At Elanco's core is our commitment to healthy animals and the opportunities that provides for the people who care for them. This approach means helping producers, veterinarians and nutritionists continue to advance animal science with tools that manage key health challenges so livestock can thrive.

For more information about Elanco, please visit [Elanco.com](https://www.elanco.com)

For all products: The label contains complete use information, including cautions and warnings. Always read, understand and follow the label and use directions.

Micotil (tilmicosin injection) Indication: Micotil is indicated for the treatment of bovine respiratory disease (BRD) associated with *Mannheimia haemolytica*, *Pasteurella multocida* and *Histophilus somni*, and for the control of respiratory disease in cattle at high risk of developing BRD associated with *Mannheimia haemolytica*.

IMPORTANT SAFETY INFORMATION

Before using this product, it is important to read the entire product insert, including the boxed human warning. Caution: Federal law restricts this drug to use by or on the order of a licensed veterinarian. Not for human use. Injection of this drug in humans has been associated with fatalities. Keep out of reach of children. Administer only with a tube-fed safety syringe. Do not use in automatically powered syringes, single-use syringes, or other delivery devices. Exercise extreme caution to avoid accidental self-injection. In case of human injection, consult a physician immediately and apply ice or cold pack to injection site while avoiding direct contact with the skin. Avoid contact with eyes. Always use proper drug handling procedures to avoid accidental self-injection. Consult your veterinarian on the safe handling and use of all injectable products prior to administration. For use in cattle or sheep only. Inject subcutaneously. Do not use in female dairy cattle 20 months of age or older. Use in lactating dairy cattle or sheep may cause milk residues. The following adverse reactions have been reported: in cattle: injection site swelling and inflammation, lameness, collapse, anaphylaxis/anaphylactoid reactions, decreased food and water consumption, and death; in sheep: dyspnea and death. Micotil has a pre-slaughter withdrawal time of 42 days.

Zelnate is based on technology developed by Juvaris BioTherapeutics and is patent protected. Animal health applications are being developed exclusively under the rights of Elanco and are protected by patents.

Keep Cydectin Out of Reach of Children.

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